Admissions to the Business: Marketing: Product Management, MBA have been suspended as of summer 2022 and will be discontinued as of fall 2023. The Business: Marketing MBA admissions are not suspended and have a new curriculum starting Fall 2022. Additional information can be found on the Guide page (http://guide.wisc.edu/graduate/marketing/business-marketing-mba/#text).

This is a named option in the Business: Marketing MBA. (http://guide.wisc.edu/graduate/marketing/business-marketing-mba/#text)

Marketing action requires a balance of art and science, based on analytical thinking and a deep understanding of businesses and consumers. The A.C. Nielsen Center for Marketing Analytics and Insights offers the premier full-time MBA in Business: Marketing program with a named option in Marketing Analytics and Insights. The center was established in 1990 and is built on the legacy and funding of the Arthur C. Nielsen Jr. family, pioneers in the field of marketing research. It was created to train MBA students in the specialized ideas, issues, and techniques of marketing research, as well as to help discover and disseminate new marketing research knowledge. See the program website (https://business.wisc.edu/graduate/mba/full-time/specializations/marketing/) for more information.